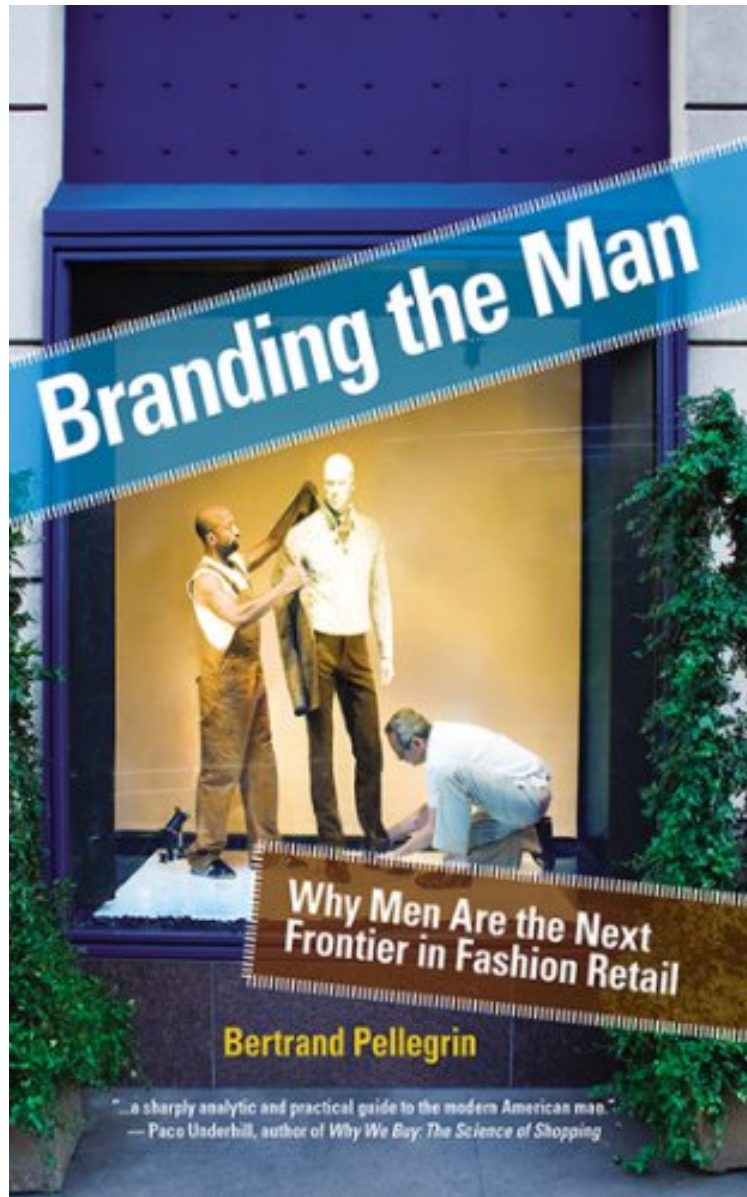


Branding the Man: Why Men Are the Next Frontier in Fashion Retail

Bertrand Pellegrin

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Bertrand Pellegrin : Branding the Man: Why Men Are the Next Frontier in Fashion Retail before purchasing it in order to gauge whether or not it would be worth my time, and all praised Branding the Man: Why Men Are the Next Frontier in Fashion Retail:

0 of 0 people found the following review helpful. Five Stars By J. Bland Interesting book on rare topic. 2 of 4 people

found the following review helpful. Packed with solid insights
By Midwest Book Review
BRANDING THE MAN: WHY MEN ARE THE NEXT FRONTIER IN FASHION RETAIL offers an outstanding guide to male fashion and comes from a brand development expert who answers the question asked by store managers on how to get men to shop. From areas men feel comfortable in to fashion feelings and how modern men have changed attitudes on shopping, this is packed with solid insights.

Men are purchasing more clothes, shoes, health and beauty products, and personal care services than ever before. The world of men's retail has remained a kind of bug in amber, frozen in time, with the same century-old style of merchandising and selling. A store must not simply provide, but educate the male customer, who is growing hungry for something more than the usual Blue Plate Special of khakis and polo shirts. To better attract this new wave of interested consumers, products in the U.S. must be merchandised and sold in a completely different manner. The design and branding of a man's store ought to make men want to go shopping. *Branding the Man* offers retailers, buyers, and marketers strategic solutions to revolutionize men's retail via some relatively simple conceptual strategies. Author Bertrand Pellegrin utilizes his years as a retail strategist to help retailers understand classic men's environments—ones where men are most naturally inclined to spend time—and leverage the opportunities which arise from these “comfort zones” to engage and sell to the male customer. *Branding the Man* immerses the reader in a discussion of men's retail environments spanning every level: store design, buying/sourcing, merchandising, marketing and advertising, and promotion and lays out a blueprint for how men can be developed as the “next frontier” in retail. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Praise for *Branding the Man: Why Men Are the Next Frontier in Fashion Retail*
“If you are interested in retailing for men, *Branding the Man* is an informative read.”—Sir Paul Smith, chairman, Paul Smith Limited
“The tender gender gets deconstructed in Bertrand Pellegrin's delightful book on men's shopping behavior. *Branding the Man* is a thoughtful and practical guide for the global retail community as well as for anyone who has ever been mystified by the sense and sensibility of the American male consumer.”—Paco Underhill, author of *Why We Buy: The Science of Shopping*
“*Branding the Man* is a fascinating deep dive into the psyches of male shoppers, but it also teaches a few good lessons about men as partners, colleagues and friends. Whether you're a retailer or a consumer, you'll find yourself saying 'So, that's why guys do that!'—and learn how to respond.”—Jayne O'Donnell, retail reporter for USA Today and co-author of *Gen Buy: How Tweens, Teens, and Twenty-Somethings are Revolutionizing Retail*
“*Branding the Man* is a must read for anyone interested in men's fashion. Bertrand Pellegrin uniquely explores the evolution of men's fashion and offers insights into the relationship between the consumer and the retailer.”—David Pilnick, senior vice president of international business ventures, Saks Fifth Avenue
“Brilliantly captures the world of retailing in the twenty-first century. Written in a uniquely entertaining style, *Branding the Man* is unusually astute in examining the basics of a successful business.”—Wilkes Bashford, founder, The Wilkes Bashford Company
About the Author
Bertrand Pellegrin is the founder and executive director of b. on Brand Consulting, LLC. He has consulted for such clients as Louis Vuitton (LVMH), Lotte Shopping Group, Bank of America, The North Face, and the San Francisco International Airport, among many others. Previously he was a senior retail strategist with the San Francisco office of Gensler Worldwide, where he was instrumental in the development of major placemaking projects throughout the Asia Pacific region. Mr. Pellegrin developed the naming, placemaking, and brand positioning for such projects as the Shanghai Tower in Pudong, China, and New Songdo City, in Incheon, South Korea. Mr. Pellegrin's leadership experience in Asia included positions as the director of marketing for Lane Crawford (Hong Kong) Ltd., Asia's premier luxury department store, where he oversaw the growth and expansion of the brand's Hong Kong and Mainland China presence. Prior to that he was a consultant and senior executive with Lotte Shopping Group in Korea, for whom he orchestrated the development of Avenuel, a 32-story luxury multibrand and entertainment experience in Seoul, South Korea. Mr. Pellegrin is the author of *Branding the Man: Why Men are the Next Frontier in Fashion Retail* (Random House/Allworth 2009), which examines the evolution of the male consumer and offers a strategic branding approach to men's retailing. He has also written for *Design and Display Ideas (DDI)*, the Wharton Real Estate, SOMA Magazine, and is a regular contributor for the San Francisco Chronicle where he writes about fashion and design.